

Tourism & Events Department 7506 E. Indian School Road Scottsdale, AZ 85251 480.312.7177

To: David Scholefield, Chairperson

**Tourism Development Commission** 

From: Steve Geiogamah, Tourism Development Manager

**Date:** October 17, 2017

Subject: Staff Report – Tourism Reports

# **Bed Tax Collection Report**

This report provides a summary of monthly tax collections for the city's transient occupancy tax (bed tax), hotel/motel sales tax and sales tax on miscellaneous retail and restaurant as a percentage change from the same period in the previous year.

# Highlights for Business Activity in August 2017

August bed tax collections were up (29%) with YTD collections up (30%). Miscellaneous retail tax collections were up YTD (11%) and restaurants were up YTD (1.0%). This report is on a cash basis, so only the cash that is received within the month is included.

August hotel classification report indicates YTD bed tax collections for resorts were up (0.8%), full service property (-17.2%) and limited service properties (-14.0%) were down. The hotel classification report pulls data based on the reporting period not the actual receipt collections.

## **Tourism Program Special Revenue (Bed Tax) Proforma**

The Tourism Program Proforma provides revenue and expenditures for the current and prior fiscal years as well as the adopted budget.

# Highlights as September 30, 2017

Highlighted changes include updated FY2017/18 estimated expense as well as actual FTD expenses. Changes to the report format include outstanding debt.

## **Smith Travel Report**

The City of Scottsdale contracts annually with Smith Travel Research (STR) to track hotel data (average room rate, occupancy, etc.) in the Scottsdale/Paradise Valley Market Area and its competing destinations.

# Highlights for August (Scottsdale Trend Report-59 properties)

Over the past 12 months occupancy is relatively flat (68.1%) average daily rate (\$194.76) is up (5.4%) and Rev Par (\$132.73) is up (6.2%) when compared to the same period last year.

Segment Trend Report (Transient, Group, Contract-25 properties report)

Over the past 12 months occupancy is slightly down (-0.1) average daily rate (5.0) and rev par is up (5.0). Once again all performance indicators are consistent with last month's data.

## **Regional Reports**

Trend Scottsdale Downtown (17 properties report)

Over the past 12 months occupancy is down (-1.4%) average daily rate (\$156.59) is up (3.6) and Rev Par (\$110.37) is up (2.1%) when compared to the same period last year.

Trend Scottsdale Middle (31 properties report)

Over the past 12 months occupancy is flat (0.4%) average daily rate (\$191.71) is up (6.2%) and Rev Par (\$126.63) is up (6.6%) when compared to the same period last year.

Trend Scottsdale North (11 properties report)

Over the past 12 months occupancy is up (3.2%) average daily rate (\$231.27) is up (4.4%) and Rev Par (\$162.81) is up (7.7 %) when compared to the same period last year.

**Hotel Performance Indicator Definitions** 

Occupancy is calculated by rooms sold divided by rooms available multiplied by 100.

Average Daily Rate is calculated by taking room revenue divided by rooms sold.

Rev Par is calculated by dividing room revenue by rooms available.

# **Program Updates**

Any program updates will be provided at the October TDC meeting.

## BED TAX COLLECTION REPORT - FY 17/18

# Prepared by the City of Scottsdale Tourism Events Department October 17 ,2017 (Preliminary)

Item 9a

This report provides a summary of monthly collections of City revenues that reflect activity in the Tourism Industry in Scottsdale. Column one shows the <u>actual month of business activity</u>, not the City receipt of the taxes.

**Table 1** reports the bed tax, the hotel/motel sales tax, the sales tax on miscellaneous retail and the sales tax on restaurants as a percentage change from the same period in the previous year.

**Table 2** provides Bed Tax collections by hotel classification (Resort, Full Service and Limited Service) and a comparison with the same period last year and FY16/17 property pre-classification. As a percentage of 8,727 total hotel rooms in the City as of August 2017. Resort hotels represent 45%, Full Service hotels 21%, and Limited Service hotels 34%.

\*Bed Tax Classification Table reflects only funds received from a specific month. It does not include late payments received.

Table 1

Tourism Indicators as reflected in Monthly City Sales Tax Revenues

FY17-18 (July 1, 2017 through June 30, 2018) -- Change from the same period last year

Month of Period Share 16/17 Bed Tax FY17/18 Bed Room Rev. Hotel/Motel Misc. Retail Restaurant **Business Activity** of Annual Collections Tax Collections Tax Change Tax Change Sales Tax Tax Change 4.6% June \$860,598 37.0% 73.0% -15.0% \$1,176,941 0.0% <sup>2</sup>July 4.0% \$739,002 \$902,085 22.0% 45.0% 56.0% 13.0% August 3.9% \$719,101 \$929,939 29.0% 57.0% -6.0% -9.0% September 6.4% \$1,196,588 October 8.4% \$1,557,281 8.4% \$1,572,604 November December 6.3% \$1,173,835 6.0% \$1,115,043 January 13.0% \$2,417,432 **February** \$2,458,315 March 13.2% April \$3,054,168 16.4% May 9.5% \$1,761,758 Year to date 100.0% \$18,625,725 \$3,008,965 30.0% 59.0% 11.0% 1.0%

<sup>&</sup>lt;sup>1</sup>Some hotels hadnt yet filed for June. The data above shows payments from the prior month that were received in July

<sup>&</sup>lt;sup>2</sup>There were five weeks of payments included in this month, which is why the increases are so high.

<sup>&</sup>lt;sup>3</sup>There are some delinquent taxpayers in the hotel classification. However, the figures don't reflect that due to a taxpayer paying Scottsdale instead of the correct jurisdiction. There will be a correction to the taxes in a future period.

# MONTHLY BED TAX COLLECTION REPORT BY HOTEL CLASSIFICATION - FY 17/18

Prepared by the City of Scottsdale Tourism Events Department October 17, 2017 (Preliminary)

Item 9b

## Table 2

FY17-18 (July 1, 2017 through June 30, 2018) -- Change from the same period last year

		-	Full-Service		Limited-	
Month of Business	Resort Hotels	% Change	Hotels	% Change	Service Hotels	% Change
Activity	3,917 Rooms	from FY16/17	1,854 Rooms	from FY16/17	2,956 Rooms	from FY16/17
June	\$460,575	-15.0%	\$107,376	-9.2%	\$165,537	-11.3%
July	\$462,458	-0.7%	\$73,531	-19.3%	\$113,834	-27.8%
August	\$445,724	1.1%	\$76,082	-24.8%	\$136,287	-15.1%
September						
October						
November						
December						
January						
February						
March						
April						
May						
Year to date	\$1,368,757	0.8%	\$256,989	-17.2%	\$415,658	-14.0%
	67.05%		12.59%		20.36%	

Table 2 report does not include late payment or adjustments

Please note that all of the Taxpayers that make up this report have been reviewed for proper classification and adjustments were made when necessary.

# City of Scottsdale **Tourism Development Fund**

as of September 30, 2017

Item 9c

Item 9c				
_	FY 2016/17 Actual	FY 2017/18 Adopted	FY 2017/18 Estimates	FY 2017/18 YTD
REVENUE	40.050.054	40 444 450	40 444 450	0.000.004
Bed Tax Princess Lease	18,950,951 1,725,212	19,441,159 1,667,227	19,441,159 1,667,227	3,008,964 250,000
Event Notification and Survey Program	10,248	13,500	13,500	-
Miscellaneous	15,960	7,000	7,000	
TOURISM REVENUES	20,702,371	21,128,886	21,128,886	3,258,964
EXPENSES				
Destination Marketing (50% of bed tax revenue) General Fund Allocation	(9,475,476)	(9,720,580)	(9,720,580)	(2,430,145)
General Fund Allocation	(1,500,000)	(1,500,000)	(1,500,000)	(1,500,000)
Event Retention and Development				
Uncommitted	(240,052)	(1,008,357)	(741,457)	(464 642)
Fiesta Bowl (20 yr agreement since 2006) PGA Charles Schwab Cup Championship (Council approved 07/01/15) 2 yr agreement	(310,852) (75,000)	(161,643)	(161,643)	(161,643)
NCAA Men's Final Four (Council approved 09-13-16)	(150,000)			
2017 Off Road Expo (Council approved 07/06/16)	(75,000)			
2018 Off Road Expo (goes to council 10/17/17) Food & Wine Experience (Council approved 10-25-16)	(82,500)			(75,000)
Grand Prix Event (Council approved 10/25/16, 8/29/17)	(48,062)		(75,000)	
Parada del Sol Parade (Council approved 1/24/17)	(64,400)			
Parada del Sol Parade (Council approved 07-05-17) 5 yr agreement Scottsdale International Film Festival (Council approved 07-05-17) 3yr agreement			(79,400) (37,500)	(59,550) (28,125)
NCHA Cutting Horse Event (Council approved 03-07-17) 2 yr agreement	(30,000)	(30,000)	(30,000)	(20,123)
The Scottsdale Philharmonic Inc	(,,	(,,	(,,	(12,750)
The Scottsdale Gallery Association (council approved 08-29-17) 3yr agreement	(405,000)		(75,000)	(56,250)
Matching Event Advertising Funding Program Event Venue Fee Program	(105,000) (10,180)			
Community Events Program	(187,059)			(14,625)
Total Events	(1,138,053)	(1,200,000)	(1,200,000)	(407,943)
Administrative/Other Professional Services				
Administrative Expenses	(223,220)	(274,641)	(274,641)	(76,771)
Tourism Research	(50,748)	(90,000)	(90,000)	( -, ,
5-yr Tourism Strategic Plan	(78,821)	(132,359)	(132,359)	(70.771)
Total Admin/Other	(352,789)	(497,000)	(497,000)	(76,771)
One-time Commitments:				
One-time commitments	-	(500,000)	(500,000)	
Total One-time Commitments	-	(500,000)	(500,000)	-
Multi-year Commitments for Capital Projects				
WestWorld debt service (80-acres started FY2006/07, ends FY2034/35)	(600,000)	(600,000)	(600,000)	
TNEC Equestrian Center debt service (started FY2012/13, ends FY2032/33)  Museum of the West debt service (started FY2014/15, ends FY2033/34)	(1,200,000) (889,363)	(1,200,000) (891,763)	(1,200,000) (891,763)	
TPC renovations debt service (started FY2014/15, ends FY2033/34)	(900,000)	(900,000)	(900,000)	
Total Capital Projects	(3,589,363)	(3,591,763)	(3,591,763)	-
TOTAL EXPENSES	(16,055,681)	(17,009,343)	(17,009,343)	(4,414,859)
CARRYANTE				
CARRYOVER Beginning Balance	10.443.108	12,671,579	12,849,838	12,849,838
Current year fund balance - available for capital projects (up to \$600,000 per project)	4,646,690	4,119,543	4,119,543	(1,155,895)
TOTAL CARRYOVER FUNDS	15,089,798	16,791,122	16,969,381	11,693,943
Carryover Uses	(200, 207)	(200, 207)	(200, 207)	(000 444)
Trolley Expenses International Visitor Committee (Council approved on April 28, 2015)	(300,327) (75,000)	(300,327)	(300,327)	(300,114)
Event Notification and Survey Program	(10,248)			
Banner program	-	(20,173)	(13,500)	
	(500,000)			
Museum of the West Hopi Pottery Permanent Gallery (council approved 02-23-16)	(E7E 622)	(331 000)	(334 000)	(E 000)
Museum on the West Hop Folially Permanent Gallery (Council approved 02-23-16) Strategic Plan carryover Tourism Strategic Plan - year 4	(575,632) (378,753)	(331,000) (250,000)	(331,000) (366,247)	(5,000) (33,737)
Strategic Plan carryover Tourism Strategic Plan - year 4 Tourism Strategic Plan - year 5	(378,753)	(250,000)	(366,247)	(33,737)
Strategic Plan carryover Tourism Strategic Plan - year 4 Tourism Strategic Plan - year 5 Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18)	. , ,	(250,000) (400,000)	(366,247) (400,000)	
Strategic Plan carryover Tourism Strategic Plan - year 4 Tourism Strategic Plan - year 5 Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18) Promotion of downtown	(378,753)	(250,000) (400,000) (300,000)	(366,247) (400,000) (300,000)	(33,737)
Strategic Plan carryover Tourism Strategic Plan - year 4 Tourism Strategic Plan - year 5 Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18)	(378,753)	(250,000) (400,000)	(366,247) (400,000)	(33,737)
Strategic Plan carryover Tourism Strategic Plan - year 4 Tourism Strategic Plan - year 5 Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18) Promotion of downtown Electrical outlets downtown WestWorld marketing fee - transfer out to General Fund Canal Convergence (council approved 06-27-17)	(378,753)	(250,000) (400,000) (300,000) (520,354)	(366,247) (400,000) (300,000) (520,354) (100,000) (650,000)	(33,737) (400,000) (31,098) (100,000) (109,071)
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Strategic Plan carryover Tourism Strategic Plan - year 4 Tourism Strategic Plan - year 5 Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18) Promotion of downtown Electrical outlets downtown WestWorld marketing fee - transfer out to General Fund Canal Convergence (council approved 06-27-17) Thunderbird memorial - Airport WestWorld improvements (parking Lot G and relocate electrical in lot H) (council 10/17/17)  TOTAL CARRYOVER USES  ENDING BALANCE  NO COUNCIL ACTION OR APPROVED ITEMS FOR FUTURE YEARS:  DDC debt service (TDC reserved \$0.6 million/yr - no council action) Bed Tax Stabilization Policy Fund (TDC reserved \$2.6 million - no council action) WestWorld Municipal Use Site Plan (no council action)	(378,753) - (400,000) - - - (2,239,960) 12,849,838	(250,000) (400,000) (300,000) (520,354) (100,000) (2,221,854) 14,569,268.00	(366,247) (400,000) (300,000) (520,354) (100,000) (650,000) (412,500) (490,000) (3,883,928) 13,085,453 (1,200,000) (2,600,000) (150,000) (3,950,000)	(33,737) (400,000) (31,098) (100,000) (109,071) (412,500) (1,391,520)
Strategic Plan carryover Tourism Strategic Plan - year 4 Tourism Strategic Plan - year 5 Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18) Promotion of downtown Electrical outlets downtown WestWorld marketing fee - transfer out to General Fund Canal Convergence (council approved 06-27-17) Thunderbird memorial - Airport WestWorld improvements (parking Lot G and relocate electrical in lot H) (council 10/17/17)  TOTAL CARRYOVER USES  ENDING BALANCE  NO COUNCIL ACTION OR APPROVED ITEMS FOR FUTURE YEARS:  DDC debt service (TDC reserved \$0.6 million/yr - no council action) Bed Tax Stabilization Policy Fund (TDC reserved \$2.6 million - no council action) WestWorld Municipal Use Site Plan (no council action)  Estimated Ending Balance (including  Outstanding Debt WestWorld debt service (80-acres started FY2006/07, ends FY2034/35) TNEC Equestrian Center debt service (started FY2012/13, ends FY2032/33)	(378,753) - (400,000) - - - (2,239,960) 12,849,838	(250,000) (400,000) (300,000) (520,354) (100,000) (2,221,854) 14,569,268.00	(366,247) (400,000) (300,000) (520,354) (100,000) (650,000) (412,500) (490,000) (3,883,928)  13,085,453  (1,200,000) (2,600,000) (150,000) (3,950,000) (7,833,928)	(33,737) (400,000) (31,098) (100,000) (109,071) (412,500) (1,391,520) 10,302,423
Strategic Plan carryover Tourism Strategic Plan - year 4 Tourism Strategic Plan - year 5 Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18) Promotion of downtown Electrical outlets downtown WestWorld marketing fee - transfer out to General Fund Canal Convergence (council approved 06-27-17) Thunderbird memorial - Airport WestWorld improvements (parking Lot G and relocate electrical in lot H) (council 10/17/17) TOTAL CARRYOVER USES  ENDING BALANCE  NO COUNCIL ACTION OR APPROVED ITEMS FOR FUTURE YEARS:  DDC debt service (TDC reserved \$0.6 million/yr - no council action) Bed Tax Stabilization Policy Fund (TDC reserved \$2.6 million - no council action) WestWorld Municipal Use Site Plan (no council action)  Estimated Ending Balance (including  Outstanding Debt WestWorld debt service (80-acres started FY2006/07, ends FY2034/35)	(378,753) - (400,000) - - - (2,239,960) 12,849,838	(250,000) (400,000) (300,000) (520,354) (100,000) (2,221,854) 14,569,268.00	(366,247)  (400,000) (300,000) (520,354) (100,000) (650,000) (412,500) (490,000) (3,883,928)  13,085,453  (1,200,000) (2,600,000) (150,000) (7,833,928)  Amount 14,457,510	(33,737) (400,000) (31,098) (100,000) (109,071) (412,500) (1,391,520) 10,302,423

Date Created: Sep 15, 2017

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# City of Scottsdale, AZ

For the Month of August 2017





735 East Main Street, Hendersonville, TN 37075 USA T: +1 615 824 8664 support@str.com www.str.com

Blue Fin Building, 110 Southwark Street, London SE1 0TA T: +44 (0)20 7922 1930 hotelinfo@str.com www.str.com

City of Scottsdale, AZ For the Month of August 2017

Occupancy (%)

This Year

Last Year

Percent Change

243.13

168.21

163.42

2.9

100.0

113.41

108.87

100.0

71.68

70.40

1.8

100.0

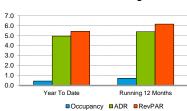
-3.6

98.9

#### **Monthly Percent Change**

# 20 15 10 Sep Nov →Occupancy →ADR —RevPAR

#### **Overall Percent Change**



This Year	89.7	79.0	68.0	59.6	52.5	54.2	62.1	70.1	70.5	56.0	69.3	83.1	88.6	79.3	69.7	60.6	53.3	56.1	69.8	69.6	69.9	67.9	67.7	68.1
Last Year	90.6	77.8	67.1	59.0	54.6	54.2	58.4	70.8	68.8	57.0	70.9	85.1	89.7	79.0	68.0	59.6	52.5	54.2	68.3	69.8	69.6	66.1	67.9	67.7
Percent Change	-1.1	1.5	1.3	1.0	-3.9	0.0	6.3	-1.0	2.5	-1.8	-2.3	-2.3	-1.1	0.4	2.4	1.7	1.5	3.5	2.3	-0.3	0.5	2.7	-0.4	0.7
ADP					20	16								20	017					Year To Date		F	lunning 12 Months	ns
ADR	Mar	Apr	May	Jun	20 Jul	16 Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	20 Apr	017 May	Jun	Jul	Aug	2015	Year To Date 2016	2017	2015	Running 12 Months 2016	ns 2017

Feb

This Year	271.16	213.01	166.74	120.26	110.42	106.20	160.09	190.75	193.49	173.99	224.80	258.04	287.59	237.93	173.09	121.80	110.71	109.22	192.43	191.82	201.33	182.97	184.81	194.76
Last Year	260.16	210.00	162.22	119.30	110.10	105.42	145.85	184.98	180.69	160.58	222.51	244.59	271.16	213.01	166.74	120.26	110.42	106.20	172.79	192.43	191.82	166.71	182.97	184.81
Percent Change	4.2	1.4	2.8	0.8	0.3	0.7	9.8	3.1	7.1	8.4	1.0	5.5	6.1	11.7	3.8	1.3	0.3	2.8	11.4	-0.3	5.0	9.7	1.0	5.4
RevPAR					20	016								20	017					Year To Date		R	Running 12 Months	s
IVEVI AIX	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2015	2016	2017	2015	2016	2017

254.90

243.13

99.8

188.72

168.21

12.2

100.0

120.56

113.41

6.3

99.8

59.03

57.99

100.0

100.0

71.68

3.0

100.0

61.22

57.51

214.40

208.04

3.1

155.69

157.77

-1.3

100.0

Supply					20	016								20	)17					Year To Date			Running 12 Month	ıS
Сарріу	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2015	2016	2017	2015	2016	2017
This Year	366,420	358,380	373,581	361,530	373,612	369,241	357,330	369,458	357,540	375,689	375,751	339,752	376,154	364,020	369,489	357,570	369,489	369,489	2,877,981	2,900,144	2,921,714	4,334,191	4,348,528	4,381,731
Last Year	369,737	357,810	369,768	357,720	359,538	359,538	357,720	369,644	354,600	366,420	366,420	330,960	366,420	358,380	373,581	361,530	373,612	369,241	2,905,183	2,877,981	2,900,144	4,358,203	4,334,191	4,348,528
Percent Change	-0.9	0.2	1.0	1.1	3.9	2.7	-0.1	-0.1	0.8	2.5	2.5	2.7	2.7	1.6	-1.1	-1.1	-1.1	0.1	-0.9	0.8	0.7	-0.6	0.3	0.8
Demand					20	016								20	017					Year To Date		F	Running 12 Month	ıs
Demand	Mar	Anr	May	lun	ful	Aug	Son	Oct	Nov	Doc	lan	Enh	Mar	Anr	May	lun	ful	Aug	2015	2016	2017	2015	2016	2017

Demand					20	116								20	17					Year To Date		R	unning 12 Month	ns
Demana	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2015	2016	2017	2015	2016	2017
This Year	328,551	282,993	254,093	215,499	196,226	199,955	221,864	258,867	252,173	210,222	260,228	282,297	333,401	288,731	257,353	216,826	196,993	207,108	2,009,173	2,018,634	2,042,937	2,944,342	2,941,935	2,986,063
Last Year	335,070	278,439	248,159	211,102	196,466	194,760	208,889	261,628	244,048	208,736	259,812	281,505	328,551	282,993	254,093	215,499	196,226	199,955	1,983,221	2,009,173	2,018,634	2,882,478	2,944,342	2,941,935
Percent Change	-1.9	1.6	2.4	2.1	-0.1	2.7	6.2	-1.1	3.3	0.7	0.2	0.3	1.5	2.0	1.3	0.6	0.4	3.6	1.3	0.5	1.2	2.1	-0.1	1.5
																				V T- D				_

99.8

Percent Change	2.2	3.1	5.2	2.9	0.2	3.4	16.6	2.0	10.7	9.1	1.2	5.8	7.6	14.0	5.1	1.9	0.7	6.5
Concus %					20	16								20	17			
Celisus /6	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Census Props	57	58	58	58	58	57	57	57	57	58	58	58	58	58	57	57	57	57
Census Rooms	11820	11946	12051	12051	12052	11911	11911	11918	11918	12119	12121	12134	12134	12134	11919	11919	11919	11919

100.0

133.65

130.93

2.1

100.0

99.40

85.17

100.0

100.0

136.47

124.35

97.36

91.48

6.4

100.0

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2015	2016	2017
This Year	89,089,230	60,281,585	42,367,542	25,914,959	21,667,211	21,235,488	35,518,922	49,379,070	48,792,728	36,577,280	58,500,458	72,844,281	95,882,396	68,696,833	44,545,188	26,410,341	21,809,196	22,620,025	386,623,545	387,217,927	411,308,718
Last Year	87,171,282	58,472,679	40,256,294	25,183,881	21,629,967	20,531,638	30,465,854	48,396,623	44,096,020	33,518,501	57,809,773	68,852,139	89,089,230	60,281,585	42,367,542	25,914,959	21,667,211	21,235,488	342,688,021	386,623,545	387,217,927
ercent Change	2.2	3.1	5.2	2.9	0.2	3.4	16.6	2.0	10.7	9.1	1.2	5.8	7.6	14.0	5.1	1.9	0.7	6.5	12.8	0.2	6.2

2015

134.34

117.96

13.9

2016

133.52

134.34

-0.6

140.78

133.52

R	unning 12 Month	is
2015	2016	2017
538,712,824	543,694,925	581,576,718
480,541,723	538,712,824	543,694,925
12.1	0.9	7.0

Running 12 Months

125.03

124.29

2017

132.73

125.03

6.2

2015

124.29

110.26

% Rooms Participants A blank row indicates insufficient data.

100.0

# Tab 3 - Response Scottsdale AZ+

City of Scottsdale, AZ

For the Month of August 2017

		T		1	Open	1	Chg in	2015	1	-	1 1	_	1 1	$\overline{}$	1 1		1 1	$\neg$		$\overline{}$							-	$\neg$	1	$\overline{}$	
R Code	Name of Establishment	City & State	Zip Code		Date	Rooms	Rms	JF	M	A	ı J	JA	s	o N	D	JF	M	A M	J	J	s	o N	ı D	J	F M	A	М	J	A	s	o
	ound Collection Royal Palms Resort & Spa	Phoenix, AZ	85018	Jul 2016	Jun 1948	119	Υ	• •	•	• •	•	• •	•	•	•	• •	•	•	•	•	•	• •	•	• •	•	•	•	•	•		
	d Scottsdale Salt River	Scottsdale, AZ	85250	Apr 2012	Apr 2012	158		• •	•	• •	•	• •	•	•	•	• •	•	•	•	• •	•	• •	•	• •	•	•	• •	•	•	_	
	ee Paradise Valley Resort Scottsdale	Scottsdale, AZ	85250	Jul 1995	Jun 1984	378		• •	•	• •	•	•	•	•	•	• •	•	•	•	•	•	•	•	• •	•	•	•	•	•		
	Suites Scottsdale Resort	Scottsdale, AZ	85250	Jul 2016	Nov 1980	312	Υ	• •	•	• •	•	• •	•	•	•	• •	•	•	•	• •	•	• •	•	• •	•	•	• •	•	•	_	
	ottsdale Resort & Villas	Scottsdale, AZ	85250	Jan 2000	Jan 1973	235	Υ	• •	•	• •	•	•	•	•	•	• •	•	•	•	•	•	•	•	• •	•	•	•	•	•		
40 The Scott		Scottsdale, AZ	85250	Oct 2017	Dec 1970	0	Y	• •	•	• •	•	• •	•	•	•	• •	•	•	•	• •	•	• •	•	• •	•	•				_	
32665 aloft Scot		Scottsdale, AZ	85251	Apr 2016	Jan 1996	126	Υ	• •	•	• •	•	•	•					•	•	•	•	•	•	• •	•	•	•	•	•		
	stern Plus Sundial	Scottsdale, AZ	85251	Jul 2011	Mar 2009	54		• •	•	• •	• (	• •	• •	•	•	• •	•	•	•	• •	•	• •	•	• •	•	•	• •	•	•	_	
	Suites Old Town Scottsdale	Scottsdale, AZ	85251	Jan 1996	Jan 1996	60		• •	•	•	•	•	•	•	•	• •	•	•	•	•	•	•	•	• •	•	•	•	•	•		
	d Scottsdale Old Town	Scottsdale, AZ	85251	May 1999	May 1999	180		• •	•	• •	•	• •	•	•	•	• •	•	•	•	• •	•	• •	•	• •	•	•	•	•	•	_	
	I Stay America Phoenix Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2013	Aug 1995	121		• •	•	• •	•	•	•	•	•	• •	•	•	•	•	•	•	•	• •	•	•	•	•	•		
	rden Inn Scottsdale Old Town	Scottsdale, AZ	85251	Aug 1999	Aug 1999	199	.,	• •	•	• •	•	• •	•	•	•	• •	•	•	•	• •	•	• •	•	• •	•	•	•	•	•	_	
	nn Express & Suites Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2003	Feb 1998	169	Y	• •	•	• •	•	•	•	•	•	• •	•	•	•	•	•	•	•	• •	•	•	•	•	•		
7555 Hotel Val		Scottsdale, AZ	85251	Dec 2005	Jun 1953	240	Υ	• •	•	• •	•	• •	•	•	•	• •	•	•	•	• •	•	• •	•	• •	•	•	•	•	•	_	
	lohnson Scottsdale	Scottsdale, AZ	85251	Mar 2012	Jun 1966	65	Υ	• •	•	• •	•	•	•	•	•	• •	•	•	•	•	•	•	•	• •	•	•	•	•	•		
	use Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2012	Oct 1998	164		• •	•	• •	•	• •	•	•	•	• •	•	•	•	• •	•	• •	•	• •	•	•	• •	•	•	_	
	ce Scottsdale Old Town	Scottsdale, AZ	85251	Sep 2006	Dec 1998	126	Υ	• •	•	• •	•	•	•	•	•	• •	•	•	•	•	•	•	•	• •	•	•	•	•	•		
	ollection The Phoenician	Scottsdale, AZ	85251	Jun 1994	Oct 1988	645	Υ	• •	•	• •	•	• •	•	•	•	• •	•	•	•	• •	•	• •	•	• •	•	•	• •	•	•	_	
	Scottsdale Suites Old Town	Scottsdale, AZ	85251	May 1988	May 1988	243		• •	•	• •	•	•	•	•	•	• •	•	•	•	•	•	•	•	• •	•	•	•	•	•		
6251 Motel 6 S		Scottsdale, AZ	85251	May 1967	May 1967	122		• •	•	• •	•	• •	•	•	•	• •	•	•	•	• •	•	• •	•	• •	•	•	• •	•	•	_	
	Inn Old Town Scottsdale	Scottsdale, AZ	85251	Nov 2015	Jun 1979	21	Υ							•	•	• •	•	•	•	•	•	•	0	0		0	C	0	0		
9113 The Sagu		Scottsdale, AZ	85251	Apr 2016	Jun 1975	194	Υ	• •	•	• •	•	• •	•	•	•	• •	•	•	•	• •	•	• •	•	• •	•	•	• •	•	•		
11348 The Scott		Scottsdale, AZ	85251	Apr 2016	Jun 1961	204		• •	•	• •	•	• •	•	•	•	• •	•	•	•	•	•	• •	•	• •	•	•	• •	•	•		
57164 W Hotel 9		Scottsdale, AZ	85251	Sep 2008	Sep 2008	230	Υ	• •	•	• •	•	• •	•	•	•	• •	•	•	•	• •	•	• •	•	• •	•	•	• •	•	•		
	cottsdale Resort & Spa	Scottsdale, AZ	85253	Dec 2016	Dec 2016	201																	0	• •	•	•	• •	•	•		
	Inn & Suites Phoenix Scottsdale Shea Boulevard		85253	Jan 2018	Jan 1995	0	Υ	• •	•	• •		•  •	•	• •	•	•  •	•	•	•												
	od Suites Phoenix Scottsdale	Scottsdale, AZ	85253	Aug 1997	Aug 1997	114		• •	•	• •	•	• •	•	•	•	• •	•	•	•	•	•	• •	•	• •	•	•	• •	•	•		
	ott Camelback Inn Scottsdale Resort & Spa	Scottsdale, AZ	85253	Sep 1967	Jun 1936	453			•	• •	•  •	•  •	•	•  •	•	•  •		•  •	•	•  •		•  •		• •	•	•	•  •	•	•		
	ottsdale Resort & Spa @ Montelucia	Scottsdale, AZ	85253	Jan 2014	Nov 2008	293		• •	•	• •	•	• •	•	•	•	•  •	•	•		• •	•	• •	•	• •	•	•	• •	•	•		
	e Inn Scottsdale Paradise Valley	Scottsdale, AZ	85253	Jan 1991	Jan 1991	122		• •	•	• •		•  •	•	• •	•	•  •	•	•		• •	•	• •	•	• •	•	•	•  •	•	•		
	y On Camelback Mountain	Paradise Valley, AZ	85253	Mar 2001	Jun 1970	109	Υ	• •	•	• •	•	• •	•	•	•	•  •	•	•		• •	•	• •	•	• •	•	•	• •	•	•		
11337 The Herm		Paradise Valley, AZ	85253	Nov 2009	Jun 1930	43	Υ	• •	•	• •		•  •	•	• •	•	•  •	•	•		• •	•	• •	•	• •	•	•	•  •	•	•		
9105 The McC	ormick Scottsdale	Scottsdale, AZ	85253	Apr 2001	Jun 1975	125	Υ		•	• •		•  •	•	•  •	•	•  •	•	•	•	• •	•	• •		• •	•	•	• •	•	•		
1288 The Scot	tsdale Plaza Resort	Scottsdale, AZ	85253	Mar 1990	Jun 1972	404			•	• •	• •	•  •		•  •	•	•  •		•  •	•	•  •		•  •		• •	•	•	•  •	•	•		
35018 Extended	Stay America Phoenix Scottsdale	Scottsdale, AZ	85254	Feb 2013	Sep 1997	106			•	• •		•  •	•	•  •	•	•  •	•	•	•	• •	•	• •		• •	•	•	• •	•	•		
34909 Extended	Stay America Phoenix Scottsdale North	Scottsdale, AZ	85254	Jun 1997	Jun 1997	120			•	• •	•	• •	•	•	•	• •	•			•	•	• •	•	• •	•	•	• •		•		
43004 Westin K	ierland Resort & Spa	Scottsdale, AZ	85254	Nov 2002	Nov 2002	732			•	• •		•  •	•	•  •	•	•  •	•	•	•	• •	•	• •		• •	•	•	• •	•	•		
26312 Fairmont	Scottsdale Princess	Scottsdale, AZ	85255	Oct 1999	Jan 1988	750	Υ		•	• •		• •	•	•	•	• •	•	•		• •	•	• •	•	• •	•	•	• •	•	•		
53188 Hilton Ga	rden Inn Scottsdale North Perimeter Center	Scottsdale, AZ	85255	Mar 2005	Mar 2005	122			•					•	•	• •	•	•			•		•		•	•	•		•		
47255 Residence	e Inn Scottsdale North	Scottsdale, AZ	85255	Dec 2002	Dec 2002	120			•	• •		• •		•		• •						• •	•			•	• •		•		
61809 Hampton	Inn Suites Scottsdale Riverwalk	Scottsdale, AZ	85256	Feb 2012	Feb 2012	101			•					•	•	• •	•	•			•		•		•	•	•		•		
56696 Talking S	tick Resort	Scottsdale, AZ	85256	Apr 2010	Apr 2010	496	Υ		•						•	• •	•				•		•			•	• •		•	$\neg$	
1828 Magnusc	n Hotel Papago Inn	Scottsdale, AZ	85257	Sep 2014	Jun 1964	58			•				•		•		•				•		•		•	•			•		
18805 Days Inn	& Suites Scottsdale North	Scottsdale, AZ	85258	Dec 2012	Jun 1984	100	Υ		•	• •	•	• •	•	•	•	• •	•			•	•	• •	•	• •	•	•	• •		•		
18806 Destination	on Hotels The Scottsdale Resort @ McCormick R	Scottsdale, AZ	85258	Sep 2015	Jun 1976	326	Υ		•		•		•		•		•				•		•		•	•			•		
37574 Gainey S	uites	Scottsdale, AZ	85258	Jan 1999	Jan 1999	162			•						•		•				•		•			•			•	$\neg$	
32601 Holiday Ir	nn Express Scottsdale North	Scottsdale, AZ	85258	Jan 2011	Jan 1996	122	Υ		•																				•		
	gency @ Gainey Ranch	Scottsdale, AZ	85258	Dec 1986	Dec 1986	493	Υ		•																				•	$\neg$	
24075 Courtyard	Scottsdale @ Mayo Clinic	Scottsdale, AZ	85259	Jan 1989	Jan 1989	124			•																	•			•		
9177 Best Wes	stern Plus Scottsdale Thunderbird Suites	Scottsdale, AZ	85260	Jan 2014	Jun 1985	120			•																				•	$\neg$	
32463 Country I	nn & Suites Scottsdale	Scottsdale, AZ	85260	Dec 1995	Dec 1995	162			•																				•		
53075 Holiday I	nn Scottsdale North Airpark	Scottsdale, AZ	85260	Dec 2014	Dec 2004	117																								$\neg$	
	a Inns & Suites Phoenix Scottsdale	Scottsdale, AZ	85260	Dec 1996	Dec 1996	140																									
	Scottsdale @ McDowell Mountain	Scottsdale, AZ	85260	May 1999	May 1999	266	Υ																								
	ace Suites Scottsdale	Scottsdale, AZ	85260	Feb 2000	Feb 2000	130	Y																								
	lection Boulders Resort & Spa	Scottsdale, AZ	85262	Apr 2015	Jun 1985	160																									
	sons Resort Scottsdale @ Troon North	Scottsdale, AZ	85262	Dec 1999	Dec 1999	210																									
	Resort & Conference Center	Fort McDowell, AZ	85264	Oct 2014	Dec 2005	246		00	0	0 0	0	0 0	0		0	0 0	0	0	0	0	0	0 0	0	0 0	0	0	0 0	0	0		
	Resort & Conference Center	Carefree, AZ	85377		Jun 1963	207	Υ													, ,											
zoo   oarenee		J Ca. 01100, 712	Total Prope		59					hly d	ata re	ceivo	d by	STR	-				-						_	-					

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Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

City of Scottsdale, AZ
For the Month of August 2017

							This `	Year										Per	cent Ch	ange (%	<b>%)</b>		RevPAR (%)							
	[	C	ccupar	ncy (%)			AD	R			Revi	PAR			Occupai	ncy (%)			ADR	(%)			RevPA	R (%)						
Curre		Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total					
2016	Mar	58.1	31.7	0.4	90.3	341.27	294.57	194.90	324.17	198.29	93.48	0.81	292.57	6.8	-13.5	269.8	-1.1	2.6	4.7	121.5	4.0	9.5	-9.5	719.1	2.9					
	Apr	40.6	39.3	0.1	79.9	261.39	259.19	67.40	260.18	106.05	101.75	0.04	207.84	-9.3	7.7	-28.1	-1.7	1.7	3.3	-22.6	2.4	-7.8	11.3	-44.4	0.7					
	May	40.3	28.9	0.1	69.2	193.29	210.48	73.15	200.38	77.81	60.85	0.04	138.69	-0.2	-4.5	5.2	-2.1	3.8	5.3	-8.6	4.3	3.5	0.6	-3.9	2.2					
	Jun	39.4	22.5	0.1	62.0	138.95	137.53	79.30	138.37	54.79	30.89	0.05	85.73	3.3	-5.7	103.2	-0.1	-0.1	3.9	-5.0	1.4	3.2	-2.0	93.1	1.3					
	Jul	39.2	15.5	0.0	54.8	131.70	115.71	78.96	127.13	51.69	17.99	0.03	69.71	-7.6	-7.3	0.6	-7.5	-0.5	3.5	2.8	0.5	-8.1	-4.0	3.5	-7.1					
	Aug	40.4	14.9	0.0	55.4	124.71	107.26	84.22	119.98	50.39	16.02	0.03	66.44	-10.5	11.5	-31.3	-5.5	0.6	0.6	7.4	0.0	-10.0	12.2	-26.1	-5.5					
	Sep	34.6	28.2	0.0	62.9	185.95	200.19	86.04	192.28	64.35	56.48	0.03	120.86	-4.7	20.9	14.9	5.3	11.2	9.7	-7.6	11.1	6.0	32.7	6.1	17.0					
	Oct	34.5	35.0	0.0	69.6	228.42	232.80	71.02	230.57	78.89	81.47	0.02	160.38	-3.5	-1.2	-19.9	-2.4	8.1	-2.2	-6.3	2.7	4.3	-3.4	-24.9	0.2					
	Nov	39.0	33.0	0.1	72.1	231.94	228.31	87.74	230.07	90.47	75.24	0.09	165.80	1.2	3.0	57.4	2.1	7.4	3.6	4.4	5.6	8.7	6.7	64.4	7.8					
	Dec	40.8	16.8	0.2	57.7	219.35	184.73	79.03	208.86	89.40	30.95	0.14	120.49	3.2	-8.5	3.1	-0.5	9.8	0.4	-9.0	7.4	13.3	-8.1	-6.2	6.9					
2017	Jan	29.6	40.9	0.5	71.1	264.67	259.30	82.48	260.26	78.46	106.07	0.42	184.96	-9.9	4.3	1384.2	-1.5	-3.9	2.5	0.0	-1.1	-13.5	6.9	0.0	-2.6					
	Feb	41.3	43.1	0.6	84.9	315.65	300.33	89.43	306.41	130.30	129.41	0.49	260.21	5.1	-8.5	1573.1	-1.7	3.8	6.0	5.6	4.7	9.1	-3.1	1667.1	2.8					
	Mar	54.1	35.0	0.8	89.9	362.93	315.39	85.51	342.03	196.42	110.24	0.67	307.33	-6.9	10.1	87.8	-0.4	6.3	7.1	-56.1	5.5	-0.9	17.9	-17.6	5.0					
	Apr	44.8	35.4	0.6	80.7	294.96	281.94	92.43	287.85	132.13	99.79	0.52	232.43	10.4	-9.8	899.0	1.1	12.8	8.8	37.1	10.6	24.6	-1.9	1269.9	11.8					
	May	37.0	31.3	0.5	68.8	203.33	213.69	86.17	207.21	75.28	66.79	0.42	142.49	-8.0	8.1	845.6	-0.6	5.2	1.5	17.8	3.4	-3.2	9.8	1013.8	2.7					
	Jun	39.9	19.8	0.4	60.2	142.01	135.47	84.95	139.44	56.73	26.82	0.37	83.92	1.3	-11.9	604.5	-2.9	2.2	-1.5	7.1	0.8	3.5	-13.2	654.8	-2.1					
	Jul	39.7	12.6	0.5	52.8	130.82	113.18	91.12	126.26	51.94	14.26	0.42	66.63	1.2	-18.9	1260.1	-3.8	-0.7	-2.2	15.4	-0.7	0.5	-20.7	1469.5	-4.4					
	Aug	40.3	16.5	0.5	57.3	127.33	114.93	88.02	123.44	51.32	18.96	0.40	70.68	-0.3	10.5	1180.3	3.4	2.1	7.2	4.5	2.9	1.8	18.4	1238.1	6.4					
v -	·	_	_	_	_	_	_	_	_	_	_	_			_	_	_		4.01	(0	()	_	_	_						
Year To																			cent Ch						12.0					
	Aug	42.0	30.8	0.1	72.9		234.29	87.38	226.22	92.64	72.13	0.05	164.81	2.0	5.1	-25.9	3.3	10.5	12.4	-29.8	11.4	12.8	18.1	-48.0	15.0					
	Aug	41.3	29.5	0.1	70.9		229.83	140.90		92.87	67.88	0.13		-1.7	-4.1	61.7	-2.7	2.0	-1.9	61.2	0.3	0.2	-5.9	160.7	-2.4					
2017	Aug	40.8	29.2	0.5	70.5	235.51	243.16	87.42	237.56	96.18	70.89	0.46	167.53	-1.1	-1.3	488.5	-0.6	4.7	5.8	-38.0	4.7	3.6	4.4	265.1	4.1					
Runnin	ng 12 l	Month																Per	cent Ch	ange (%	<b>%)</b>									
2015	Aug	40.5	29.8	0.1	70.4	211.61	223.21	95.05	216.42	85.77	66.56	0.06	152.39	3.2	3.5	-63.6	3.2	9.8	9.5	-3.6	9.8	13.3	13.4	-64.9	13.2					
	Aug	40.0	28.8	0.1	68.9		224.25	124.59	219.80	86.80	64.55	0.11	151.46	-1.2	-3.5	32.3	-2.1	2.5	0.5	31.1	1.6	1.2	-3.0	73.4	-0.6					
	Aug	39.6	28.8	0.4	68.8	229.74	234.37	86.99	230.88	91.06	67.57	0.33	158.96	-1.0	0.2	347.1	-0.1	6.0	4.5	-30.2	5.0	4.9	4.7	212.2	5.0					

#### A blank row indicates insufficient data.

For the Month of August 2017

						This Y	'ear								Last	Year			
		Supply		Dema	and			Reven	ue		Supply		Dema	and			Reven	ue	
Curi Moi		Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2016	Mar	207,545	120,590	65,863	860	187,313	41,153,237	19,401,039	167,611	60,721,887	211,513	115,116	77,633	237	192,986	38,291,429	21,839,146	20,854	60,151,429
	Apr	204,630	83,024	80,329	114	163,467	21,701,873	20,820,473	7,703	42,530,049	204,690	91,610	74,581	159	166,350	23,536,765	18,709,923	13,848	42,260,536
	May	214,706	86,431	62,067	111	148,609	16,706,477	13,063,788	8,120	29,778,385	211,544	85,361	64,047	104	149,512	15,903,169	12,800,100	8,326	28,711,595
	Jun	207,780	81,938	46,667	130	128,735	11,385,132	6,418,098	10,309	17,813,539	204,600	78,119	48,731	63	126,913	10,864,687	6,451,500	5,258	17,321,445
	Jul	214,737	84,277	33,391	73	117,741	11,098,965	3,863,519	5,764	14,968,248	201,314	85,549	33,751	68	119,368	11,319,370	3,774,189	5,223	15,098,782
	Aug	214,737	86,769	32,069	77	118,915	10,821,386	3,439,579	6,485	14,267,450	201,314	90,896	26,958	105	117,959	11,267,419	2,873,890	8,231	14,149,540
	Sep	207,810	71,921	58,624	84	130,629	13,373,583	11,736,129	7,227	25,116,939	204,600	74,276	47,743	72	122,091	12,415,851	8,709,612	6,706	21,132,169
	Oct	214,737	74,161	75,152	54	149,367	16,940,146	17,495,192	3,835	34,439,173	211,420	75,671	74,864	66	150,601	15,991,010	17,828,937	5,028	33,824,975
	Nov	207,810	81,058	68,480	215	149,753	18,800,194	15,634,886	18,864	34,453,944	200,850	77,436	64,255	132	141,823	16,720,982	14,166,197	11,089	30,898,268
	Dec	214,737	87,518	35,981	384	123,883	19,197,402	6,646,847	30,346	25,874,595	207,545	81,980	37,988	360	120,328	16,371,205	6,987,340	31,258	23,389,803
2017	Jan	214,799	63,676	87,868	1,106	152,650	16,853,232	22,783,839	91,223	39,728,294	207,545	68,308	81,363	72	149,743	18,815,108	20,591,035	0	39,406,143
	Feb	194,376	80,242	83,753	1,072	165,067	25,328,151	25,153,775	95,866	50,577,792	187,460	73,658	88,302	62	162,022	22,397,590	25,028,671	5,232	47,431,493
	Mar	215,202	116,470	75,219	1,675	193,364	42,270,406	23,723,509	143,222	66,137,137	207,545	120,590	65,863	860	187,313	41,153,237	19,401,039	167,611	60,721,887
	Apr	208,260	93,291	73,712	1,162	168,165	27,516,832	20,782,362	107,400	48,406,594	204,630	83,024	80,329	114	163,467	21,701,873	20,820,473	7,703	42,530,049
	May	215,202	79,681	67,260	1,052	147,993	16,201,343	14,372,998	90,646	30,664,987	214,706	86,431	62,067	111	148,609	16,706,477	13,063,788	8,120	29,778,385
	Jun	208,260	83,197	41,229	918	125,344	11,814,625	5,585,159	77,987	17,477,771	207,780	81,938	46,667	130	128,735	11,385,132	6,418,098	10,309	17,813,539
	Jul	215,202	85,446	27,124	995	113,565	11,178,372	3,069,766	90,664	14,338,802	214,737	84,277	33,391	73	117,741	11,098,965	3,863,519	5,764	14,968,248
	Aug	215,202	86,731	35,499	988	123,218	11,043,202	4,079,785	86,962	15,209,949	214,737	86,769	32,069	77	118,915	10,821,386	3,439,579	6,485	14,267,450
Year T	o Date	<u>a</u>				_	_	_			_					_	_		
2015		1,637,532	688,005	504 111	915	1 193 031	151,700,814	118 107 588	79 957	269 888 359	1,664,064	685 181	487 234	1 254	1 173 669	136,671,657	101 603 363	156 260	238 431 280
2016	Aug	1,659,140	,				154,079,768				1,637,532		504.111			151,700,814			
2017	Aug	1,686,503	,	,	•	, ,	162,206,162	, ,	,		1,659,140	,	,		, ,	154,079,768		,	
	- 5	, ,	, .			,,	_ , , -			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	,,,,,,,		,	, -,	, , , , , , , ,	,, -		
Runni	ng 12	Month																	
2015	Aug	2,470,688	1,001,440	736,725	1,601	1,739,766	211,919,063	164,444,328	152,178	376,515,569	2,493,786	979,650	718,120	4,441	1,702,211	188,759,825	146,379,901	437,843	335,577,569
2016	Aug	2,483,555	994,357	714,901	2,129	1,711,388	215,578,816	160,318,288	265,305	376,162,409	2,470,688	1,001,440	736,725	1,601	1,739,766	211,919,063	164,444,328	152,178	376,515,569
2017	Aug	2,531,597	1,003,392	729,901	9,705	1,742,998	230,517,487	171,064,248	844,242	402,425,977	2,483,555	994,357	714,901	2,129	1,711,388	215,578,816	160,318,288	265,305	376,162,409

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# Tab 6 - Seg Response Scottsdale AZ+

City of Scottsdale, AZ

For the Month of August 2017

								201	อ						2016						20	17					
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms		E M	A M	Ι.Ι.	۸ ۵		N D		MAN			6	, ,	<u>, , , , , , , , , , , , , , , , , , , </u>	_	M	м		Δ,	SONE
		Scottsdale, AZ			Jun 1984	378	Killa	D F		B B	B B	B B	B	B B	J L	B B B	BE	_	D D				B B		3 B		3 O N L
			85250	Jul 1995				D	-  -		BB	D D	-  ·	-  -	D D	D D D	D		DD	D	BB	D	D D	-  -			
	Embassy Suites Scottsdale Resort	Scottsdale, AZ	85250	Jul 2016	Nov 1980	312	Y	BE		ВВ	0	ВВ		3 B	ВВ	BBB	В	ВВ	ВВ	В	0 0	В	ВВ	1- 1-	3 B		$\bot$
	Hilton Scottsdale Resort & Villas	Scottsdale, AZ		Jan 2000	Jan 1973	235	Y	BE	-  -		ВВ	ВВ	В	3 B	ВВ	-   -   -	B	ВВ	BB	-	ВВ	В	ВВ	-  -	3 B		
	aloft Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jan 1996	126	Υ	-			ВВ	ВВ					BE		ВВ		ВВ	В	ВВ	-  -			
	Hotel Valley Ho	Scottsdale, AZ	85251	Dec 2005	Jun 1953	240	Υ	BE	3 B	ВВ	ВВ	ВВ	B	9   0	ВВ	B B B	BE	ВВ	ВВ	В	ВВ	В	ВВ	-  -	3 B		
36698	Hyatt House Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2012	Oct 1998	164		BE	3 B	ВВ	B B	ВВ	B	3 B	ВВ	B B B	BE	ВВ	B B	В	ВВ	В	ВВ	BE	3 B	В	
34426	Hyatt Place Scottsdale Old Town	Scottsdale, AZ	85251	Sep 2006	Dec 1998	126	Υ	BE	3 B	ВВ	ВВ	ВВ	B	3 B	ВВ	B B B	BE	ВВ	ВВ	В	ВВ	В	ВВ	BE	3 B	В	
26577	Luxury Collection The Phoenician	Scottsdale, AZ	85251	Jun 1994	Oct 1988	645	Υ	s E	3 B	ВВ	ВВ	ВВ	B	3  B	ВВ	B B B	BE	ВВ	ВВ	В	ВВ	В	ВВ	BE	3 B	В	
12031	Marriott Scottsdale Suites Old Town	Scottsdale, AZ	85251	May 1988	May 1988	243		BE	3 B	ВВ	ВВ	ВВ	B	3 B	ВВ	B B B	BE	ВВ	ВВ	В	ВВ	В	ВВ	BE	3 B	В	
9113	The Saguaro Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jun 1975	194	Υ	BE	3 B	ВВ	ВВ	ВВ	B	3 B	ВВ	В В В	BE	ВВ	ВВ	В	ВВ	В	в в	BE	з В	В	
11348	The Scott Resort & Spa	Scottsdale, AZ	85251	Apr 2016	Jun 1961	204		BE	3 B	ВВ	ВВ	ВВ	В	3 B	ВВ	B B B	B	s s	s s	S	s s	S	s s	S	S	В	
57164	W Hotel Scottsdale	Scottsdale, AZ	85251	Sep 2008	Sep 2008	230	Υ	s E	3 B	ВВ	ВВ	ВВ	В	3 B	ВВ	В В В	ВЕ	ВВ	ВВ	В	ВВ	В	в в	ВЕ	3 B	В	
6769	JW Marriott Camelback Inn Scottsdale Resort & Spa	Scottsdale, AZ	85253	Sep 1967	Jun 1936	453		ВЕ	3 B	ВВ	ВВ	ВВ	В	3 B	ВВ	B B B	ВЕ	ВВ	ВВ	В	ВВ	В	ВВ	ВЕ	3 B	В	
56000	Omni Scottsdale Resort & Spa @ Montelucia	Scottsdale, AZ	85253	Jan 2014	Nov 2008	293		ВЕ	3 B	ВВ	ВВ	ВВ	В	3 B	ВВ	В В В	ВЕ	ВВ	ВВ	В	ВВ	В	в в	ВЕ	3 B	В	
11349	Sanctuary On Camelback Mountain	Paradise Valley, AZ	85253	Mar 2001	Jun 1970	109	Υ	ВЕ	3 B	ВВ	ВВ	ВВ	В	3 B	ВВ	B B B	ВЕ	ВВ	ВВ	В	ВВ	В	ВВ	ВЕ	3 B	В	
11337	The Hermosa Inn	Paradise Valley, AZ	85253	Nov 2009	Jun 1930	43	Υ	s E	3 B	s s	s s	s s	s s	ss	s s	s s s	s s	s s	ВВ	В	в в	В	вв	ВЕ	з В	В	
9105	The McCormick Scottsdale	Scottsdale, AZ	85253	Apr 2001	Jun 1975	125	Υ	s s	s	ВВ	ВВ	ВВ	В	3 B	ВВ	в в в	ВЕ	ВВ	ВВ	В	ВВ	В	ВВ	ВЕ	3 B	В	
26312	Fairmont Scottsdale Princess	Scottsdale, AZ	85255	Oct 1999	Jan 1988	750	Υ	ВЕ	3 B	ВВ	ВВ	ВВ	В	3 B	вв	в в в	ВЕ	ВВ	ВВ	В	в в	В	вв	ВЕ	3 B	В	
35503	Springhill Suites Scottsdale North	Scottsdale, AZ	85255	Mar 1999	Feb 1998	121	Υ	s s	s	s s	s s	s s	s s	ss	s s	s s s	S S	s s	s s	S	s s	S	s s	S S	s	S	
56696	Talking Stick Resort	Scottsdale, AZ	85256	Apr 2010	Apr 2010	496	Υ	ВЕ	3 B	ВВ	ВВ	ВВ	В	3 B	вв	в в в	ВЕ	ВВ	ВВ	В	в в	В	вв	ВЕ	3 B	В	
18806	Destination Hotels The Scottsdale Resort @ McCormick Ra	Scottsdale, AZ	85258	Sep 2015	Jun 1976	326	Υ	ВЕ	3 B	ВВ	В	В	В	3 B	ВВ	В В В	ВЕ	ВВ	ВВ	В	ВВ	В	ВВ	В	з В	В	
26046	Hyatt Regency @ Gainey Ranch	Scottsdale, AZ	85258		Dec 1986	493	Υ	ВЕ	3 B	вв	ВВ	ВВ	В	3 B	вв	ввв	ВЕ	вв	ВВ	В	вв	В	вв	ВЕ	3 B	В	
		Scottsdale, AZ		May 1999	May 1999	266	Υ	ВЕ	3 B	ВВ	ВВ	ВВ	В	3 B	ВВ	B B B	ВЕ	ВВ	ВВ	В	ВВ	В	вв	ВЕ	3 B	В	
		Scottsdale, AZ	85262		Jun 1985	160		ВЕ		ВВ	ВВ	ВВ	В	3 B	вв	ВВВ	ВЕ	вВ	ВВ	В	вВ	В	вВ	ВЕ	з В	В	
		Scottsdale, AZ			Dec 1999	210		s s								s s s											
		1	Total Prope		25	-		s -								Contract)		_	,	-			-		-	-	
						30 .2		1							p,												

r - Monthly Additional Revenue Only

B - Both Segmentation and Additional Revenue

Blank - No data received by STR

A blank row indicates insufficient data.

2017 156.59 151.12 3.6

2017

2016

City of Scottsdale, AZ For the Month of August 2017

RevPAR

Mar

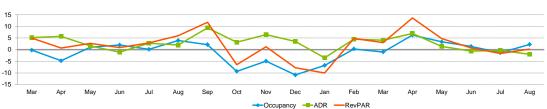
Apr 10,040,738

100.0

May 7,450,547

100.0

## **Monthly Percent Change**



2016

**Jul** 4,168,615

100.0

Aug 4,341,709

100.0

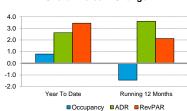
Sep 6,812,097

100.0

4,918,554

100.0

#### **Overall Percent Change**



2017

Year To Date

2016

2015

15.5

Aug 4,350,935

100.0

Occupancy (%)					20	016								20	017					Year To Date	
Occupancy (70)	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2015	2016	20
This Year	91.9	76.4	70.0	63.2	55.7	58.8	67.7	71.7	72.0	56.3	68.9	87.3	91.0	81.1	72.4	64.1	55.0	60.1	72.0	71.7	72
Last Year	92.1	80.2	69.3	62.0	55.6	56.6	66.3	79.1	75.7	63.2	73.0	87.0	Q1 Q	76.4	70.0	63.2	55.7	58.8	71 7	72.0	71

5,887,215

100.0

9,756,176

100.0

	Year To Date			Running 12 Month	s
2015	2016	2017	2015	2016	2017
72.0	71.7	72.3	71.2	71.5	70.5
71.7	72.0	71.7	70.4	71.2	71.5
0.5	-0.4	0.8	1.1	0.5	-1.4

2015

ADR					2	016								20	17					Year To Date			Running 12 Mor
ADIL	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2015	2016	2017	2015	2016
This Year	235.98	171.57	134.31	101.48	94.49	93.25	131.29	150.93	154.83	132.02	178.67	208.90	245.54	183.53	136.15	100.85	94.18	91.40	159.83	158.71	162.88	149.08	151.12
Last Year	224.33	162.26	132.17	102.59	91.97	91.44	120.02	146.32	145.42	127.54	185.09	199.98	235.98	171.57	134.31	101.48	94.49	93.25	139.09	159.83	158.71	132.43	149.08
Percent Change	5.2	5.7	1.6	-1.1	2.7	2.0	9.4	3.2	6.5	3.5	-3.5	4.5	4.0	7.0	1.4	-0.6	-0.3	-2.0	14.9	-0.7	2.6	12.6	1.4

This Year	216.81	130.99	94.07	64.17	52.63	54.82	88.87	108.26	111.47	74.33	123.18	182.31	223.36	148.87	98.55	64.66	51.77	54.93	115.11	113.83	117.76	106.08	108.08	110.37
Last Year	206.53	130.09	91.61	63.61	51.15	51.72	79.52	115.72	110.11	80.57	136.87	173.97	216.81	130.99	94.07	64.17	52.63	54.82	99.67	115.11	113.83	93.22	106.08	108.08
Percent Change	5.0	0.7	2.7	0.9	2.9	6.0	11.8	-6.4	1.2	-7.7	-10.0	4.8	3.0	13.6	4.8	0.8	-1.6	0.2	15.5	-1.1	3.5	13.8	1.9	2.1
Supply					20	16								20	17					Year To Date		F	tunning 12 Month	ns
Supply	Mar	Apr	May	Jun	20 Jul	16 Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	20 Apr	17 May	Jun	Jul	Aug	2015	Year To Date 2016	2017	2015	Running 12 Month 2016	ns 2017
Supply This Year	<b>Mar</b> 75,299	<b>Apr</b> 76,650	<b>May</b> 79,205	Jun 76,650	20 Jul 79,205	16 Aug 79,205	<b>Sep</b> 76,650	Oct 79,205	Nov 76,650	<b>Dec</b> 79,205	<b>Jan</b> 79,205	Feb 71,540	Mar 79,205		17 May 79,205	Jun 76,650	<b>Jul</b> 79,205	Aug 79,205	2015 620,502	Year To Date 2016 609,525	<b>2017</b> 620,865	2015 931,968	Running 12 Month 2016 913,488	2017 932,575

Feb

Mar 17,691,440

100.0

2017

May 7,805,676

100.0

4,956,250

100.0

4,918,554 4,168,615

4,100,358

100.0

Apr 11,410,857

100.0

Demana	Mar	Apr	May	Jun	Jul	Aua	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	.lun	Jul	Aug	2015	2016	2017	2015	2016	2017	
Demand					20	116								20	17					Year To Date		F	tunning 12 Months	5	
Percent Change	-4.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0	5.2	5.2	5.2	5.2	5.2	0.0	0.0	0.0	0.0	0.0	0.0	-1.8	1.9	0.6	-2.0	2.1	
Last Year	79,143	76,590	79,174	76,620	79,174	79,174	76,620	79,174	72,870	75,299	75,299	68,012	75,299	76,650	79,205	76,650	79,205	79,205	620,379	620,502	609,525	926,111	931,968	913,488	

This Year	69,183	58,524	55,473	48,470	44,117	46,561	51,886	56,810	55,186	44,594	54,603	62,431	72,052	62,173	57,330	49,145	43,537	47,605	446,891	437,178	448,876	663,126	653,303	657,352
Last Year	72,865	61,404	54,878	47,506	44,038	44,786	50,767	62,613	55,178	47,567	55,682	59,168	69,183	58,524	55,473	48,470	44,117	46,561	444,521	446,891	437,178	651,950	663,126	653,303
Percent Change	-5.1	-4.7	1.1	2.0	0.2	4.0	2.2	-9.3	0.0	-6.3									0.5	-2.2	2.7	1.7	-1.5	0.6
- 1																								
Berranica					20	16								20	17					Year To Date		F	Running 12 Month	ıs

Feb 13,042,137

100.0

Percent Change	-0.1	0.8	2.7	0.9	2.9	6.0	11.8	-6.4	6.5	-3.0	-5.3	10.2	8.4	13.6	4.8	0.8	-1.6	0.2
Concue %					20	16								20	017			
Celisus //	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Census Props	16	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17
Census Rooms	2429	2555	2555	2555	2555	2555	2555	2555	2555	2555	2555	2555	2555	2555	2555	2555	2555	2555

8,544,398

100.0

8,574,520

100.0

Last Year 16,345,781 9,963,573 7,253,139 4,873,713 4,050,072 4,095,160 6,093,167 9,161,641 8,024,070 6,066,668 10,306,080 11,832,154 16,325,862 10,040,738 7,450,547

	Year To Date		F	tunning 12 Month	ns
2015	2016	2017	2015	2016	2017
71,425,966	69,384,259	73,113,829	98,861,841	98,729,805	102,932,059
61,830,482	71,425,966	69,384,259	86,336,516	98,861,841	98,729,805
15.5	-2.9	5.4	14.5	-0.1	4.3

% Rooms Participants A blank row indicates insufficient data.

This Year 16,325,862

100.0

# Tab 8 - Response Scottsdale Downtown+

City of Scottsdale, AZ

For the Month of August 2017

								2015							2	2016							20	)17					
					Open		Chg in					П												П		П			
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Date	Rooms	Rms	JF	M	A M	l J	J	۱ s	O N	D   .	J   F	M	A M	] J	J A	S	N	D J	F	M A	M	JJ	AS	ONE
32665	aloft Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jan 1996	126	Υ	• •	•	• •	•	• •	•				С	•	• •	•	• •	•	•	•	• •		• •	•	
56174	Best Western Plus Sundial	Scottsdale, AZ	85251	Jul 2011	Mar 2009	54		• •	•	• •	•	• •		• •	• •	•	• •	•	• •	•	• •	•	• •	•	• •		• •	•	
32389	Comfort Suites Old Town Scottsdale	Scottsdale, AZ	85251	Jan 1996	Jan 1996	60		• •	•	•  •	•	•  •		•  •	• •	•	• •	•   •	• •	•  •	• •		• •	•	• •		• •	•	
37904	Courtyard Scottsdale Old Town	Scottsdale, AZ	85251	May 1999	May 1999	180		• •		• •		•  •		• •	• •	•	• •	•	• •	•	• •		•	•	• •		• •	•	
31968	Extended Stay America Phoenix Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2013	Aug 1995	121			•			• •		• •		•		•	• •	•			•	•			• •	•	
38821	Hilton Garden Inn Scottsdale Old Town	Scottsdale, AZ	85251	Aug 1999	Aug 1999	199		• •	•	• •	•	• •		• •	• •	•	• •	•	• •	•	• •		•	•	• •		• •	•	
34598	Holiday Inn Express & Suites Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2003	Feb 1998	169	Υ		•			• •		• •		•		•	• •	•			•	•			• •	•	
7555	Hotel Valley Ho	Scottsdale, AZ	85251	Dec 2005	Jun 1953	240	Υ	• •	•	• •	•	• •		• •	• •	•	• •	•	• •	•	• •		•	•	• •		• •	•	
8073	Howard Johnson Scottsdale	Scottsdale, AZ	85251	Mar 2012	Jun 1966	65	Υ	• •	•	•  •	•	•  •		•  •	• •	•	• •	•   •	• •	•  •	• •		• •	•	• •		• •	•	
36698	Hyatt House Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2012	Oct 1998	164		• •		• •		•  •		• •	• •	•	• •	•	• •	•	• •		•	•	• •		• •	•	
34426	Hyatt Place Scottsdale Old Town	Scottsdale, AZ	85251	Sep 2006	Dec 1998	126	Υ		•			• •		• •		•		•	• •	•			•	•			• •	•	
12031	Marriott Scottsdale Suites Old Town	Scottsdale, AZ	85251	May 1988	May 1988	243		• •	•	• •	•	• •		• •	• •	•	• •	•	• •	•	• •		•	•	• •		• •	•	
6251	Motel 6 Scottsdale	Scottsdale, AZ	85251	May 1967	May 1967	122		• •	•	•	•	• •		• •	• •	•		•	•	•			•	•			•	•	
9113	The Saguaro Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jun 1975	194	Υ	• •	•	• •	•	• •		• •	• •	•	• •	•	• •	•	• •	•	• •	•	• •		• •	•	
11348	The Scott Resort & Spa	Scottsdale, AZ	85251	Apr 2016	Jun 1961	204		• •	•	•  •	•	•  •		•  •	• •	•	• •	•   •	• •	•  •	• •		• •	•	• •		• •	•	
57164	W Hotel Scottsdale	Scottsdale, AZ	85251	Sep 2008	Sep 2008	230	Υ	• •	•	• •		• •		• •	• •	•		•		•	• •		•	•	• •		• •	•	
1828	Magnuson Hotel Papago Inn	Scottsdale, AZ	85257	Sep 2014	Jun 1964	58		• •		• •	•	• •		• •		•		•	•	•	• •		•	•	• •		• •	•	
			Total Prope	rties:	17	2555		o -I	Month	nly da	ata red	ceive	ed by	STR															

o - Monthly data received by STR

A blank row indicates insufficient data.

 <sup>-</sup> Monthly and daily data received by STR

Blank - No data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

Running 12 Months

2016

2016

118.76

118.93

Running 12 Months 2016 288,188,695

2017

2017

126.63

118.76

**2017** 306,291,733

2015

2015

118.93

104.69

City of Scottsdale, AZ For the Month of August 2017

## **Monthly Percent Change**



122.84 122.11

130.12

117.37

89.08

78.43

51.30

#### **Overall Percent Change**

2015

2015

129.82

112.69

57.66 51.30

66.57 65.92

52.92

52.47

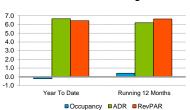
2016

2016

127.52

129.82

Year To Date



2017

2017

135.72 127.52

This Year	90.2	79.7	66.7	56.9	49.0	49.6	58.1	67.6	68.9	53.3	68.1	82.6	89.2	79.1	67.0	56.9	49.2	53.1	68.8	68.3	68.1	66.2	65.8	66.1
Last Year	90.7	76.9	67.6	57.3	51.5	51.6	54.0	67.9	66.7	54.7	70.3	85.1	90.2	79.7	66.7	56.9	49.0	49.6	66.2	68.8	68.3	63.8	66.2	65.8
Percent Change	-0.5	3.7	-1.4	-0.7	-4.9	-3.8	7.6	-0.4	3.4	-2.7	-3.0	-3.0	-1.1	-0.9	0.4	-0.1	0.3	6.9	3.9	-0.8	-0.2	3.8	-0.7	0.4
ADR					20	16								20	017					Year To Date		F	tunning 12 Months	ns
ADR	Mar	Apr	May	Jun	20 Jul	16 Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	20 Apr	017 May	Jun	Jul	Aug	2015	Year To Date 2016	2017	2015	Running 12 Months 2016	ns 2017
ADR This Year	Mar 261.46	Apr 203.89	May 158.35	Jun 115.82	20 Jul 107.04	16 Aug 103.35	<b>Sep</b> 153.32	Oct 181.60	Nov 188.73	Dec 172.82	Jan 221.02	Feb 253.35	Mar 282.29			Jun 117.04	<b>Jul</b> 107.66	Aug 108.60	2015 188.65		<b>2017</b> 199.16	2015 179.56	Running 12 Months 2016 180.49	2017 191.67

Feb

Dec

92.04

87.26

150.59

149.64

ADR					21	010								20	, , ,					rear 10 Date			diffilling 12 Mondia	•
7.5.	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2015	2016	2017	2015	2016	2017
This Year	261.46	203.89	158.35	115.82	107.04	103.35	153.32	181.60	188.73	172.82	221.02	253.35	282.29	233.83	165.02	117.04	107.66	108.60	188.65	186.73	199.16	179.56	180.49	191.67
Last Year	251.75	203.40	157.13	116.91	111.50	105.17	145.24	179.81	176.00	159.44	212.96	237.00	261.46	203.89	158.35	115.82	107.04	103.35	170.13	188.65	186.73	164.06	179.56	180.49
Percent Change	3.9	0.2	8.0	-0.9	-4.0	-1.7	5.6	1.0	7.2	8.4	3.8	6.9	8.0	14.7	4.2	1.1	0.6	5.1	10.9	-1.0	6.7	9.4	0.5	6.2
						040								^						V T- D				

209.27

251.83

235.85

184.85

162.60

110.51

Supply					20	116								20	17					Year To Date		P	tunning 12 Month	is
Supply	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2015	2016	2017	2015	2016	2017
This Year	206,398	199,740	206,522	199,860	206,553	202,523	195,990	202,740	196,200	208,971	209,033	189,168	209,436	202,680	202,771	196,230	202,771	202,771	1,598,463	1,614,418	1,614,860	2,412,343	2,426,694	2,418,761
Last Year	206,522	199,860	206,522	199,740	196,292	196,292	199,740	206,398	199,740	206,398	206,398	186,424	206,398	199,740	206,522	199,860	206,553	202,523	1,625,670	1,598,463	1,614,418	2,441,850	2,412,343	2,426,694
Percent Change	-0.1	-0.1	0.0	0.1	5.2	3.2	-1.9	-1.8	-1.8	1.2	1.3	1.5	1.5	1.5	-1.8	-1.8	-1.8	0.1	-1.7	1.0	0.0	-1.2	0.6	-0.3

Demand					20	016								20	117					Year To Date		R	tunning 12 Months	าร
Demana	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2015	2016	2017	2015	2016	2017
This Year	186,181	159,286	137,747	113,756	101,257	100,538	113,869	137,134	135,275	111,296	142,426	156,254	186,836	160,219	135,789	111,613	99,672	107,647	1,099,944	1,102,476	1,100,456	1,597,832	1,596,667	1,598,030
Last Year	187,221	153,719	139,643	114,465	101,157	101,307	107,858	140,174	133,203	112,956	145,035	158,676	186,181	159,286	137,747	113,756	101,257	100,538	1,076,797	1,099,944	1,102,476	1,558,190	1,597,832	1,596,667
Percent Change	-0.6	3.6	-1.4	-0.6	0.1	-0.8	5.6	-2.2	1.6	-1.5	-1.8	-1.5	0.4	0.6	-1.4	-1.9	-1.6	7.1	2.1	0.2	-0.2	2.5	-0.1	0.1
Percent Change	-0.6	3.6	-1.4	-0.6	0.1	-0.8	5.6	-2.2	1.6	-1.5	-1.8	-1.5	0.4	0.6	-1.4	-1.9	-1.6	7.1	2.1	0.2	-0.2	2.5	-0.1	_

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2015	2016	2017	2015	2016	2017
This Year	48,679,384	32,477,174	21,812,846	13,175,282	10,838,110	10,390,115	17,458,762	24,903,940	25,530,100	19,233,759	31,478,765	39,586,723	52,741,338	37,464,542	22,408,364	13,063,496	10,730,957	11,690,987	207,508,373	205,865,223	219,165,172	286,906,807	288,188,695	306,291,733
Last Year	47,132,569	31,265,946	21,942,720	13,382,331	11,279,236	10,654,540	15,665,791	25,204,227	23,444,194	18,009,260	30,886,278	37,606,034	48,679,384	32,477,174	21,812,846	13,175,282	10,838,110	10,390,115	183,200,452	207,508,373	205,865,223	255,634,847	286,906,807	288,188,695
Percent Change	3.3	3.9	-0.6	-1.5	-3.9	-2.5	11.4	-1.2	8.9	6.8	1.9	5.3	8.3	15.4	2.7	-0.8	-1.0	12.5	13.3	-0.8	6.5	12.2	0.4	6.3
					20	116								20	017									

Census %					20	116								20	117			
Cellaus //	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Census Props	30	30	30	30	30	29	29	29	29	30	30	30	30	30	29	29	29	29
Census Rooms	6658	6658	6662	6662	6663	6533	6533	6540	6540	6741	6743	6756	6756	6756	6541	6541	6541	6541
% Rooms Participants	100.0	100.0	100.0	100.0	98.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

A blank row indicates insufficient data.

This Year

Last Year

Percent Change

235.85

162.60 156.44

3.9

105.62 106.25

65.92

67.00

52.47

# Tab 10 - Response Scottsdale Middle+

City of Scottsdale, AZ

For the Month of August 2017

								2015								2016							:	2017							
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	JE	M	ДМ			A S	ON	I D	JE	м	ДМ	L.	JA	S	ОМ	D	JF	M	Δ	м .	T.	Δ .	3 0	N C
	The Unbound Collection Royal Palms Resort & Spa	Phoenix, AZ	85018	Jul 2016	Jun 1948	119	Y		•		• (					• •	•	• •	• •				•		•			•		+	
	Courtvard Scottsdale Salt River	Scottsdale, AZ	85250	Apr 2012	Apr 2012	158																	•					•	•		
10025	DoubleTree Paradise Valley Resort Scottsdale	Scottsdale, AZ	85250	Jul 1995	Jun 1984	378																	•		•			•			
9489	Embassy Suites Scottsdale Resort	Scottsdale, AZ	85250	Jul 2016	Nov 1980	312	Υ																•		•				•		
	Hilton Scottsdale Resort & Villas	Scottsdale, AZ	85250	Jan 2000	Jan 1973	235	Υ																•		•			•			
	The Scottsdale Inn	Scottsdale, AZ	85250	Oct 2017	Dec 1970	0	Υ																•		•	•				т	
26577	Luxury Collection The Phoenician	Scottsdale, AZ	85251	Jun 1994	Oct 1988	645	Υ																		•			•	•		
6251	Motel 6 Scottsdale	Scottsdale, AZ	85251	May 1967	May 1967	122													•				•		•			•	•	т	
64656	Andaz Scottsdale Resort & Spa	Scottsdale, AZ	85253	Dec 2016	Dec 2016	201																	0		•			•	•		
31031	Hampton Inn & Suites Phoenix Scottsdale Shea Boulevard	Scottsdale, AZ	85253	Jan 2018	Jan 1995	0	Υ												•											Т	
33091	Homewood Suites Phoenix Scottsdale	Scottsdale, AZ	85253	Aug 1997	Aug 1997	114																	•		•			•	•		
6769	JW Marriott Camelback Inn Scottsdale Resort & Spa	Scottsdale, AZ	85253	Sep 1967	Jun 1936	453					•				•	• •				•		•	•		•			•	•		
56000	Omni Scottsdale Resort & Spa @ Montelucia	Scottsdale, AZ	85253	Jan 2014	Nov 2008	293									•					•		•	•		•			•	•		
16097	Residence Inn Scottsdale Paradise Valley	Scottsdale, AZ	85253	Jan 1991	Jan 1991	122		• •	•	•	•	• •		• •	•	• •		• •	•	•		•	•	•	•	•	•	•	•		
11349	Sanctuary On Camelback Mountain	Paradise Valley, AZ	85253	Mar 2001	Jun 1970	109	Υ		•	•	•				•	• •			•	•		•	•		•			•	•		
11337	The Hermosa Inn	Paradise Valley, AZ	85253	Nov 2009	Jun 1930	43	Υ	• •		•		• •		• •	•	• •		• •	•	•		•	•		•	•		•	•		
9105	The McCormick Scottsdale	Scottsdale, AZ	85253	Apr 2001	Jun 1975	125	Υ		•	•	•				•	• •			•	•		•	•		•			•	•		
1288	The Scottsdale Plaza Resort	Scottsdale, AZ	85253	Mar 1990	Jun 1972	404		• •	•	•	•	• •		• •	•	• •		• •	•	•		•	•	•	•	•	•	•	•		
	Extended Stay America Phoenix Scottsdale	Scottsdale, AZ	85254	Feb 2013	Sep 1997	106			•	•	•	• •		•	•	• •		•	•	•		•	•	•	•	•	•	•	•		
61809	Hampton Inn Suites Scottsdale Riverwalk	Scottsdale, AZ	85256	Feb 2012	Feb 2012	101		• •	•	•	•	•  •		• •	•	• •		• •	•	•	• •	•	•	• •	•	•	• •	•	•		
56696	Talking Stick Resort	Scottsdale, AZ	85256	Apr 2010	Apr 2010	496	Υ	•		•	•	•  •		•  •	•	•  •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•		
18805	Days Inn & Suites Scottsdale North	Scottsdale, AZ	85258	Dec 2012	Jun 1984	100	Υ			•		•  •		• •	•	• •		• •	•	•	• •	•	•	•	•	•	•	•	•		
18806	Destination Hotels The Scottsdale Resort @ McCormick R	Scottsdale, AZ	85258	Sep 2015	Jun 1976	326	Υ		•	•	•			•	•	• •		•	•	•		•	•	•	•	•	•	•	•		
	Gainey Suites	Scottsdale, AZ	85258	Jan 1999	Jan 1999	162		• •	•	•	•	•  •		• •	•	• •		• •	•	•	• •	•	•	• •	•	•	• •	•	•		
	Holiday Inn Express Scottsdale North	Scottsdale, AZ	85258	Jan 2011	Jan 1996	122	Υ	•  •		•	•	•  •	•	• •	•	• •		• •	•	•	• •	•	•	• •	•	•	• •	•	•		
	Hyatt Regency @ Gainey Ranch	Scottsdale, AZ	85258	Dec 1986	Dec 1986	493	Υ	• •		•  •	•	•  •	•	•  •	•	•  •		• •	•	•   •	• •	•   •	•	• •	•	•	• •	•	•		
24075	Courtyard Scottsdale @ Mayo Clinic	Scottsdale, AZ	85259	Jan 1989	Jan 1989	124		• •	•	•  •	•	•  •	•	• •	•	•  •	•	• •	•	•	• •	•	•	• •	•	•	• •	•	•		
	Country Inn & Suites Scottsdale	Scottsdale, AZ	85260	Dec 1995	Dec 1995	162		• •		•  •	•	•  •		•  •		•  •	•	•  •	•	•  •	• •	•  •	•	•  •	•	•	•  •	•	•		
	La Quinta Inns & Suites Phoenix Scottsdale	Scottsdale, AZ	85260	Dec 1996	Dec 1996	140		• •	•	•	•	•	•	•	•	• •		•	•	•	• •	•	•	•	•	•	•	•	•		
	TownePlace Suites Scottsdale	Scottsdale, AZ	85260		Feb 2000	130	Υ	• •	•	•		• •	•	• •	•	• •	•	•	•	•	• •	•	•	•	•	•	•	•	•		
53800	Wekopa Resort & Conference Center	Fort McDowell, AZ	85264	Oct 2014	Dec 2005	246		0 0	0 0	0	0 0	0 0	0	0 0	0	0 0	0	0 0	0 0	0	0 0	0	0	0 0	0	0 0	0 0	0	0		
			Total Prope	erties:	31	6541			Month																						
								• -I	Month	ıly an	d dai	ly da	ata red	eive	d by	STR															

A blank row indicates insufficient data.

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Blank - No data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

Currency: USD - US Dollar

City of Scottsdale, AZ For the Month of August 2017

## **Monthly Percent Change**

# 30 25 20 15 10 -5 -10 →Occupancy →ADR —RevPAR

2016

100.0

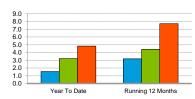
100.0

100.0

2935

100.0

## **Overall Percent Change**



Occupancy ADR RevPAR

Occupancy (%)					20	016								20	017					Year To Date		R	tunning 12 Month	hs
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2015	2016	2017	2015	2016	2017
This Year	86.7	78.8	68.5	61.7	56.9	59.3	65.3	73.9	72.7	62.1	71.5	80.6	85.6	77.7	73.0	65.5	60.2	58.0	69.9	70.3	71.4	68.8	68.3	70.4
Last Year	89.5	77.2	63.2	59.8	59.9	57.0	60.9	70.0	68.2	57.4	69.9	83.1	86.7	78.8	68.5	61.7	56.9	59.3	69.6	69.9	70.3	67.5	68.8	68.3
Percent Change	-3.2	2.1	8.3	3.2	-5.1	4.0	7.3	5.6	6.6	8.1	2.2	-3.0	-1.2	-1.4	6.6	6.1	5.9	-2.1	0.3	0.6	1.6	1.9	-0.8	3.2
																			-			-		
ADR					20	016								20	017					Year To Date		R	tunning 12 Month	hs
7.5.1	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2015	2016	2017	2015	2016	2017
This Year	319.81	266.94	211.64	145.00	129.70	122.02	197.49	239.10	232.66	205.56	268.72	309.60	331.95	292.71	218.20	147.36	128.75	125.99	226.39	229.33	236.73	217.26	221.52	231.27
Last Year	305.15	264.85	201.07	137.98	121.11	116.95	169.73	230.45	219.91	189.48	273.40	297.41	319.81	266.94	211.64	145.00	129.70	122.02	205.84	226.39	229.33	200.46	217.26	221.52
Percent Change	4.8	8.0	5.3	5.1	7.1	4.3	16.4	3.8	5.8	8.5	-1.7	4.1	3.8	9.7	3.1	1.6	-0.7	3.3	10.0	1.3	3.2	8.4	2.0	4.4
RevPAR					20	016								20	017					Year To Date		R	tunning 12 Month	hs
110717111	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2015	2016	2017	2015	2016	2017
This Year	277.14	210.41	144.89	89.49	73.77	72.32	129.03	176.75	169.23	127.64	192.03	249.42	284.12	227.42	159.19	96.53	77.55	73.09	158.16	161.21	169.00	149.52	151.21	162.88
Last Year	273.13	204.42	127.09	82.48	72.56	66.65	103.37	161.27	150.06	108.85	191.21	247.02	277.14	210.41	144.89	89.49	73.77	72.32	143.33	158.16	161.21	135.32	149.52	151.21
Percent Change	1.5	2.9	14.0	8.5	1.7	8.5	24.8	9.6	12.8	17.3	0.4	1.0	2.5	8.1	9.9	7.9	5.1	1.1	10.4	1.9	4.8	10.5	1.1	7.7
Supply					20	016								20	017					Year To Date			tunning 12 Month	
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2015	2016	2017	2015	2016	2017
This Year	87,854	85,020	90,985	88,050	90,985	90,644	87,720	90,644	87,720	90,644	90,644	81,872	90,644	87,720	90,644	87,720	90,644	90,644	688,662	700,744	710,532	1,034,410	1,046,492	1,067,260
Last Year	87,854	85,020	87,854	85,020	87,854	87,854	85,020	87,854	85,020	87,854	87,854	79,352	87,854	85,020	90,985	88,050	90,985	90,644	688,780	688,662	700,744	1,034,772	1,034,410	1,046,492
Percent Change	0.0	0.0	3.6	3.6	3.6	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	-0.4	-0.4	-0.4	0.0	0.0	1.8	1.4	0.0	1.2	2.0
Demand					20	016								20	017					Year To Date		R	tunning 12 Month	
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2015	2016	2017	2015	2016	2017
This Year	76,134	67,016	62,289	54,340	51,751	53,720	57,312	67,006	63,806	56,285	64,774	65,959	77,583	68,153	66,130	57,460	54,598	52,583	481,135	492,600	507,240	711,891	714,350	751,649
Last Year	78,636	65,621	55,528	50,822	52,634	50,070	51,781	61,481	58,017	50,471	61,443	65,907	76,134	67,016	62,289	54,340	51,751	53,720	479,616	481,135	492,600	698,522	711,891	714,350
Percent Change	-3.2	2.1	12.2	6.9	-1.7	7.3	10.7	9.0	10.0	11.5	5.4	0.1	1.9	1.7	6.2	5.7	5.5	-2.1	0.3	2.4	3.0	1.9	0.3	5.2
Revenue					20	016								20	017					Year To Date		R	tunning 12 Month	hs
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2015	2016	2017	2015	2016	2017
This Year		17,888,917	13,183,094	7,879,486	6,711,908	6,555,126	11,318,318	16,021,320	14,845,082	11,569,904	17,406,073	20,420,779	25,753,492	19,949,263	14,429,404	8,467,220	7,029,590	6,625,037	108,922,219	112,966,954	120,080,858	154,666,290	158,245,225	173,835,482
Last Year	23.995.877	17,379,955	11,165,113	7,012,179	6,374,663	5,855,554	8,788,598	14,168,256	12,758,242	9,563,175	16.798.651	19.601.513	24.348.259	17.888.917	13.183.094	7.879.486	6.711.908	6,555,126	98,722,629	108,922,219	112,966,954	140.025.902	154,666,290	158,245,225
Percent Change		2.9	18.1	12.4	5.3	11.9	28.8	13.1	16.4	21.0		4.2		11.5	9.5	7.5		1.1	10.3	3.7	6.3	10.5	2.3	9.9

2017

100.0

100.0

100.0

100.0

100.0

Census Rooms % Rooms Participants A blank row indicates insufficient data.

Census Props

100.0

100.0

100.0

100.0

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100.0

100.0

100.0

100.0

100.0

# Tab 12 - Response Scottsdale North+

City of Scottsdale, AZ

For the Month of August 2017

								2015							20	16							20	17					
					Open		Chg in		П					П			$\neg$							П					
STR Code		City & State	Zip Code		Date	Rooms	Rms	JF	- M	A M	] J   ,	JA	SC	N	D J	F I	M A	M	JJ	A   :	s∣o	N I	D J	F	M A	M	JJ	AS	OND
	Extended Stay America Phoenix Scottsdale North	Scottsdale, AZ	85254	Jun 1997	Jun 1997	120		• •	•	•	• •	•	• •	•	•	•	• •	•	•	• •	•	•	•	•	• •	•	•	•	
43004	Westin Kierland Resort & Spa	Scottsdale, AZ	85254	Nov 2002	Nov 2002	732		• •		•	• •	•	• •		•	•	• •	•	•	• •	•	•	•	•	• •		• •	•	
26312	Fairmont Scottsdale Princess	Scottsdale, AZ	85255	Oct 1999	Jan 1988	750	Υ	• •		•  •	• •	•	• •		•  •	•	•  •	•	•	• •	•	•	•	•	•  •	•	• •	•	
53188	Hilton Garden Inn Scottsdale North Perimeter Center	Scottsdale, AZ	85255	Mar 2005	Mar 2005	122		• •		•	• •	•	• •		•		• •		•	• •	•		•	•	• •		•	•	
47255	Residence Inn Scottsdale North	Scottsdale, AZ	85255	Dec 2002	Dec 2002	120		• •		•  •	• •	•	• •		•  •	•	•  •	•	•	• •	•	•	•	•	•  •	•	• •	•	
9177	Best Western Plus Scottsdale Thunderbird Suites	Scottsdale, AZ	85260	Jan 2014	Jun 1985	120		• •		•	• •	•	• •		•	•	• •	•	•	• •	•	•	•	•	• •		• •	•	
53075	Holiday Inn Scottsdale North Airpark	Scottsdale, AZ	85260	Dec 2014	Dec 2004	117		• •		•  •	• •	•	• •		•  •	•	•  •	•	•	• •	•	•	•	•	•  •	•	• •	•	
38398	Marriott Scottsdale @ McDowell Mountain	Scottsdale, AZ	85260	May 1999	May 1999	266	Υ	• •		•	• •	•	• •		•	•	• •	•	•	• •	•	•	•	•	• •		• •	•	
18818	Curio Collection Boulders Resort & Spa	Scottsdale, AZ	85262	Apr 2015	Jun 1985	160		• •		•  •	• •	•	• •		•  •	•	•  •	•	•	• •	•	•	•	•	•  •	•	• •	•	
36856	Four Seasons Resort Scottsdale @ Troon North	Scottsdale, AZ	85262	Dec 1999	Dec 1999	210		• •		•	• •	•	• •		•		• •		•	• •	•		•	•	• •		•	•	
11283	Carefree Resort & Conference Center	Carefree, AZ	85377	Sep 1996	Jun 1963	207	Υ					•	• •		•	•	• •	•	•	• •	•		•	•			•	•	
			Total Prope	erties:	11	2924		0 -	Month	ıly da	ta rec	eivec	by S	TR															

 <sup>-</sup> Monthly data received by STR

Blank - No data received by STR

A blank row indicates insufficient data.

 <sup>-</sup> Monthly and daily data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report



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For all STR definitions, please visit www.str.com/resources/glossary

## Frequently Asked Questions (FAQ):

For all STR FAQs, please click here or visit www.str.com/resources/faq

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To learn more about the Hotel Data Conference, visit HotelDataConference.com.



Tourism & Events Department 7506 E. Indian School Road Scottsdale, AZ 85251 480.312.7177

To: David Scholefield, Chairperson

**Tourism Development Commission** 

From: Steve Geiogamah, Tourism Development Manager

**Date:** October 17, 2017

Subject: Manager Report – STR Regional Data Profile

The following is a regional profile summary based on STR data that is collected for the Downtown, Central, and Northern Scottsdale market areas.

# **Downtown Scottsdale Trend Report**

17 properties are included in the report with a total of 2,555 rooms available
The average number of rooms for the area is 150
Room Revenue for the Downtown area for the past twelve months is \$102,992,059
Total rooms in the downtown area produced \$40,310 per room over the past twelve months
Downtown ADR and REV par for the past twelve months is \$156.59 and \$110.37 respectively

## **Central Scottsdale Trend Report**

31 properties are included in the report with a total of 6,541 rooms available
The average number of rooms for the area is 211
Room Revenue for the middle area for the past twelve months is \$306,291,733
Total rooms in the central area produced \$46,826 per room over the past twelve months
Central ADR and REV par for the past twelve months is \$191.67 and \$126.63 respectively

# **North Scottsdale Trend Report**

11 properties are included in the report with a total of 2,924 rooms available
The average number of rooms for the area is 265
Room Revenue for the Northern area for the past twelve months is \$173,835,482
Total rooms in the northern area produced \$59,451 per room over the past twelve months
Northern ADR and REV par for the past twelve months is \$231.27 and \$162.88 respectively